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P U B L I C N O T I C E

CITY OF SIERRA MADRE, CALIFORNIA

CITY COUNCIL

NOTICE OF PUBLIC HEARING
ON
PROPOSED ADDITION OF THE SCENIC
HIGHWAY ELEMENT TO THE SIERRA
MADRE GENERAL PLAN

NOTICE IS HEREBY GIVEN that the City Council of the City of Sierra Madre will conduct a Public Hearing on Tuesday, August 27, 1974 at 7:30 p.m. in the Council Chamber of the City Hall located at 55 West Sierra Madre Boulevard, to consider the addition of a new element to the General Plan of the City of Sierra Madre:

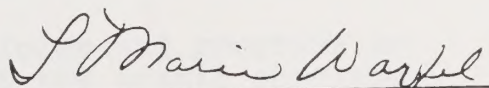
Scenic Highway Element

This amendment is intended to meet the requirements and mandates of Section 65302 (h) of the Government Code to include a Scenic Highway Element within the General Plan.

Copies of the proposed Scenic Highway Element and Negative Declaration, Environmental Impact Assessment are on file in the office of the Planning Department.

Interested persons are invited to attend this public hearing and will be heard with respect thereto.

BY ORDER OF THE CITY COUNCIL



L. Marie Warfel, City Clerk
City of Sierra Madre

Dated: August 7, 1974

Publish Sierra Madre News
August 15, 1974

SCENIC HIGHWAY ELEMENT

SCENIC HIGHWAYS:

The Scenic Highways Plan, an element of the General Plan, is provided to preserve the environment and foster the beautification of the State, County and Local Scenic Highway Systems. Official State and County Scenic Highways are so designated by the State Scenic Highway Advisory Committee. Local City streets, unless they are also County highways, are not eligible to become part of the scenic highway system. Local agencies are not, however, precluded from developing and adopting local scenic routes.

GOALS:

There are no existing State or County highways within the City of Sierra Madre, consequently, there can be no Official Scenic Highways within the City limits.


1. Local Scenic Routes

Local Scenic Routes should not be so designated until specific corridor studies have been made and plans and programs have been developed.

2. Scenic Route Study

A study to determine local scenic routes should include:

- A. Identification and analysis resources in the vicinity of the streets to be included in the study.
- B. Identification of scenic corridors.
- C. Development of policies and programs to enhance and protect the scenic corridors.
- D. Consultation with organizations, individuals and residents in the scenic corridor to incorporate their suggestions regarding the proposed routes and to develop support for adopting measures to protect the route.



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IMPLEMENTATION:

At the time of scenic route designation the following should be considered:

- A. Regulation of land use and density of development within the scenic corridor.
- B. Purchase of scenic easements.
- C. Controls on outdoor advertising.
- D. Landscaping where desirable.
- E. Local scenic route sign marking system.

CONCLUSION:

Official Scenic Highways are at present non-existent within the City and no future Official Scenic Highways are anticipated. Local Scenic Routes may be developed but should be so designated only after careful study.

At such time that a study is initiated the following streets should be considered:

Santa Anita Avenue

Chantry Flats Road

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